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From The
CENTER OF THE SOUTH
The **SOUTHERN** **NURSERY CO.**
AND **LANDSCAPE** INC.
Established in 1872

TELEPHONE 2302

1002 Seventh Avenue, Winchester, Tennessee



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A
BALANCED
WELL BRANCHED
TOP

Peach Appeal Plus!

That's just what our trees have — Appeal Plus — They're clean, bright barked, well branched, and heavy rooted. When your customer sees them he's going to want some for his very own. You can recommend them with confidence. After a couple of years your customer who buys one of these trees will have a shade tree — a beautiful blooming ornamental tree, and a regular food factory all in one. Then too they're ideal for the kids to climb in. What other tree gives you so much for your money?

Many of you who read this have never sold peach trees to your customers. Now is an ideal time to start. The spring season is before you. Your customers need to produce at least a part of their food supply. You as a merchandiser need to open up another avenue of profit and we as a producer need YOU as a new customer. Let's get together for our mutual benefit and share in the profits to be realized from selling these outstanding peach trees during the coming spring months. ORDER NOW! We'll ship whenever you want.

VARIETIES AVAILABLE

		PRICE:	
		5 to 6 Ft. High	@ .40
		4 to 5 Ft. High	@ .30
		3 to 4 Ft. High	@ .25
		2 to 3 Ft. High	@ .20
Champion	Dixigem		
Chinese Cling	Dixired		
Early Elberta	Early Elberta (Sullivans)		
Elberta	Shippers Late Red		
Elberta Late	Polly		
Golden East	Red Bird		
Golden Jubilee	Hiley		
Hale Haven	Mayflower		
Indian Cling	Jerseyland		
J. H. Hale	Southland		
	Heath Cling		

2 YR. ROOTS
WELL BRANCHED
MEASURED FROM HERE
UP →

RIPENING SEQUENCE OF PEACH VARIETIES: Weeks before Elberta

JERSEYLAND (W): 6 UNEEDA (W): 4½ RED BIRD (W): 4½ DIXIGEM (Y).
JERSEYLAND (Y): 4 REDHAVEN (Y): 3½ GOLDEN JUBILEE (Y): 3 EARLY HILEY (W): 2½ SOUTHLAND (Y): 2 HILEY (W): JULY HEATH (W CLING), HALEHAVEN (Y): 1 SULLIVANS EY. ELBERTA (Y).
Weeks after Elberta: BELLE OF GEORGIA (W): GLEASON EY. ELBERTA (Y): J.H. HALE (Y).
SHIPPERS LATE RED, YATES LATE ELBERTA (Y): 2 AUGBERT (Y): LATE ELBERTA (Y).
Ripening dates Elberta: Southern Mich. - Sept. 5-10, Southern Ill. Aug. 20-25, Central Georgia - July 15th. * (W) WHITE FLESH; * (Y) YELLOW FLESH

DIXIRED:

Below are a few facts about some of the Newer Peach Varieties

Developed by USDA — Released in 1945. One of the earliest — 6 weeks ahead of Elberta. Clingstone, good sized and round. Bright red blush over ¾ of its surface. Flesh is yellow, firm but melting, extra good flavor. Has taken the place of Mayflower, Uneeda, and Early Rose.

DIXIGEM:

Developed by USDA — Released in 1944. Ripens 4½ weeks ahead of Elberta. Freestone when fully ripe. Good size, attractive red blush over ½ of surface with bright yellow ground color over rest of peach. Firm melting flesh-fine textured and good flavored. It is recommended as an early shipping variety and local market peach because of color, quality and shipping characteristics. Tests show it to be one of the best varieties known for canning and freezing. The flesh is non-browning when thawed after being frozen.

SOUTHLAND:

Developed by USDA — Released in 1946. Yellow freestone. Ripens with Hiley 2½ weeks ahead of Elberta. Large fruit half covered with red blush. Flesh is firm, slow softening and good flavored. Ships and handles well. Excellent for canning and freezing.

↓ SULLIVANS EY. ELBERTA:

Discovered by Mr. Sullivan in a Georgia orchard. Ripens 1 week ahead of regular Elberta and possesses all the other good characteristics of the "Old Stand-By" Elberta.

Not too new perhaps, but we call your attention to it because of many fine qualities. Yellow freestone ripening 2 weeks ahead of Elberta. Large size deep red coloring and fine flavor. Tree is a strong grower — very hardy — One of the leading varieties.

Developed at the South Haven, Michigan Experimental Station. Yellow freestone of fine quality. Brilliant red color with creamy yellow background. Smooth skin almost fuzzless. Ripens 4 weeks ahead of Elberta. Colors well before it ripens. Heavy bearer — excellent canning and freezing peach.

Ripens ½-1 week after Elberta. Large round yellow freestone. High colored, excellent quality Holey-type fruit. Brings a good price on the market because of its attractiveness and quality. Excellent for canning and freezing.

HALEHAVEN:

REDHAVEN:

SHIPPERS

LATE RED:

APPLE 2 year Grafted Trees—Well Branched—Insect & Disease Free

There aren't many apple trees this season, however we have a few of all the leading varieties. SO - - - send your order in while our stocks are complete and get what you want when you want it. The quality is the best - - - while they last.

	Anoka	Liveland Raspberry
5 to 6 Feet High	40c	
4 to 5 Feet High	35c	
3 to 4 Feet High	25c	
Jumbo Size	50c	
	Dbl. R. Delicious	Stayman, Red
	Early Harvest	Turley Winesap
	Evbg. Red June	Northern Spy
	Grimes Golden	Red Maidens Blush
	Hyslop Crab	Red Rome Beauty
	Jonathan	Rome Beauty
	Jonathan, Red	Stayman Winesap
		Yellow Delicious
		York Imperial

PLUMS

PRUNES - DAMSONS
NECTARINES

1 yr. Dormant Buds grown on peach roots for added strength and vigor. Pruned in the nursery row to form a straight sturdy tree. Well branched and heavily rooted. These trees will bear fruit—good fruit—and SOON.



Abundance
Burbank
Bruce
Blue Damson
Compass Cherry
Opala
Shropshire
Stanley Prune
Wickson
Winesap
Hunter Nectarine

PRICE:
5 to 6 Ft. High 45c
4 to 5 Ft. High 35c
3 to 4 Ft. High 25c
2 to 3 Ft. High 20c
Jumbo Size.... 60c



CHERRIES: Jumbo Size - Quick-Bearing - 5 to 6 Ft. Tall - 2-Yr. Heavy Branched
Ey. Richmond - Montmorency - May Duke - 1" and Up Caliper 70c Each

PEARS:



Bartlett & Keiffer Jumbo 6 to 8 Feet Tall 70c Each
Dixie Pineapple — 5 to 6 Foot whips @ 50c 4 to 5 foot whips 40c
Douglas - Garber - Lincoln - Early Harvest
4 to 5 Foot Branched @ 50c 3 to 4 foot branched @ 30c
4-N-1 Pear 4 to 5 Feet High 90c Each
3-N-1 Pear 4 to 5 Feet High 75c Each
2-N-1 Pear 4 to 5 Feet High 50c Each

APRICOTS

VARIETIES

MOORPARK

SUPERB

EY. GOLDEN



APRICOTS—Just as hardy and easily grown as peaches. Bears Early-Freestone—Golden Yellow. This delicious aromatic fruit always commands a premium price on the market.

5 to 6 Ft. High 45c 3 to 4 Ft. High 25c
4 to 5 Ft. High 35c 2 to 3 Ft. High 20c

Orange "Always in Demand" Golden Firm Flesh of Excellent Quality
Quince 4 to 6 Ft. High \$1.00 4 to 5 Ft. High 75c 3 to 4 Ft. High 60c

SOUTHLAND:

CHINESE CHESTNUTS

A Selected Strain from Southern China

Every home owner should have 3 or 4 of these heavy bearing nut trees. Plant in pairs for pollination purposes.

2-Yr. Tree in Our Nursery Row Bearing A Few Nuts.
1½ to 2 Ft. High 75c
2 to 3 Ft. High \$1

2 Year Transplanted Well Branched
We Also Have Blight Proof Japanese Chestnuts
3-4 Feet — \$1.25 2-3 Feet — \$1.00 1½-2 Feet — 75c

Everbearing Mulberries—Black English

3 to 4 Feet High 35c 4 to 5 Feet High 45c 5 to 6 Feet High 60c

The Prices on this list are effective this date and supercede all other published prices.



The Southern Nursery & Landscape Co., Inc.

Spring Specials!

CORNUS FLORIDA RUBRA—Pink Flowering Dogwood

Stocky well branched trees			
3-3 1/2 Feet High	\$2.50	1 1/2 -2 Feet High	1.25
2-3 " "	1.75	1-1 1/2 " "	.75
1/2-1 " "			.50

CORNUS FLORIDA PLENA—Double White Flowering Dogwood

A beautiful novelty			
2-3 Feet High	\$1.25	1-1 1/2 " "	.60
1 1/2 -2 " "	1.00	1/2 -1 " "	.40

SALIX BABYLONICA—Weeping Willow

5-6 Feet High	\$.50	3-4 " "	.30
4-5 " "	.40	2-3 " "	.25

POPULUS NIGRA ITALICA—Lombardy Poplar

Well filled landscape material			
8-10 Feet High	\$.50	6-8 " "	.40

HEDERA HELIX—English Ivy

Field rooted divisions potbound in			
2 1/4 " Pots			\$.15
2 yr. transplants—planted from 2 1/4 " Pots to beds and grown 1 year.			.30

VINCA MINOR—Periwinkle

2 1/4 " Pots			\$.15
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BERBERIS ATROPURPUREA—Excellent strain

Government Inspected — 3 yr. Transplants			
24-30" High	\$.40	18-24" " "	.30

EVERBEARING MULBERRY—Vigorous Clean young stock

3-4 Feet High	\$.35	4-5 " "	.45
5-6 " "			.60

TREE WISTARIA—Purple or Blue

These plants have well calipered standards and heavy branched heads. They have been staked in the nursery row for 2 and 3 years.			
3-4 Feet High	\$3.00	2-3 " "	2.25

ABELIA GRANDIFLORA

Heavy landscape plants			
2/3 ' B & B	\$1.25	3/4 ' B & B	\$1.50

SYMPHOR CARPUS CHENAULTI

18-24 Inches	.25	2-3 Feet	.35
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SAVIN JUNIPER B & B—Well Filled Plants

Well filled plants			
18-24 Inches	2.00	15-18 Inches	1.50

ANDORRA JUNIPER B & B

18-24 Inches	1.25	12-18 Inches	1.00
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GOLDEN PFITZERS B & B

2-3 Feet	2.50	18-24 Inches	2.00
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PYRACANTHA YUNNANENSIS B & B

18-24 Inches	1.50	2-3 Feet	1.75
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PAUL SCARLET CLIMBERS—Two year

No. 1	.40	No. 1 1/2	.30
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HYBRID TEAS—Two Year

No. 1	.40	No. 1 1/2	.30
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Graded By The Rigid

American Association of Nurserymen Standards

ADVANCE PLANNING PAYS!

The spring season is now getting under way and we send you this list so that you may order those items you will be needing to boost your sales higher than ever before. Overhead costs are still high. You need to have every item possible that will return a profit. The trees we offer you are top-quality in every respect. They will return you an extra nice margin of profit. **PLACE YOUR ORDER NOW** and be sure of getting what you want. We will ship whenever you say.

Our list of varieties is broad — Giving you a wide range of choice — Our sizes vary from the large jumbo "quick-bearing" size to the smaller sizes which can be resold at a bargain thereby getting more people into your place of business.

REMEMBER ♦ **The 5 P's Pay Premiums:**

PLAN YOUR NEEDS (Today)
PLACE YOUR ORDER (With Southern)
PUSH YOUR SALES (Everyday)
PUT AWAY YOUR PROFITS (For Safety)
PLEASE THE BOSS (Your Wife)

Advertise the advantages of home produced tree ripened fruit. Tell your customers about the "Triple-Roll" fruit trees play: Furnishing shade, glooms, AND fruit for the home. For instance a dollar or two invested in an apple tree today will bring stately shade to the home grounds — a myriad of beautiful blooms in the spring — and baskets of luscious fruit to be consumed by the entire family. **WHAT COULD BE A GREATER VALUE?** The self satisfaction of producing a part of the homes food supply is alone worth many times the cost of the tree.

All you need to do is to show the home owner the many advantages in owning his own fruit trees and the sale is made.

Send that order in today so we can reserve your trees for you. By ordering your trees early you can allow plenty of time for shipment by railroad or truck freight and thus save on the transportation charges.

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SOUTHERN NURSERY CO.
The Established in 1872 **AND LANDSCAPE** INC.
WINCHESTER, TENNESSEE



